

**SHEAFFER'S**

# *Review*

AUGUST 1960



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Iowa, U. S. A., for

W. A. Sheaffer Pen Company People  
Throughout the World

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EDITOR - - - DICK PRIEBE

### On The Cover

The cover picture is a final salute to summer—the season of hot sunshine, humidity (unfortunately) and (not so unfortunately) pretty girls in bathing suits. The picture also proves, if proof were needed, that the Sheaffer Pen Co. has at least its share of this feminine pulchritude. The young ladies are (from the left) Doris Shaffer, Metal Fab; Karel Wetzel, Pen Point; Valerie Lennal, Production Control; Susie Kincaid, Production Control; Sylvia Cochran, Plastic Fab; Sybil McAllister, Service; Theresa Gorman, Quality Assurance; Jackie Gibb, Counting; Audrey Calvert, Marketing; and Joyce Cooper, Personnel. Ah, 'twas always thus in the good old summertime!

## \$1 Cartridge Pen — A Tribute to Teamwork

AS MENTIONED in a story in the June Review, the recently introduced \$1 cartridge pen is the lowest priced standard item in the history of our company.

As such, it is a worthy addition to the line, because it enables the Popular Price Division to compete more effectively in the mass, impulse market.

It is also a quality writing instrument, representing the skill and craftsmanship that have gone with the Sheaffer name for almost 50 years.

Chances are that Sheaffer employees of a few years ago would have said that a \$1 Sheaffer pen was impossible without skimping on quality. A few years ago, they were probably right. It's certainly true that considerable effort by many Sheaffer employees has gone into making a quality \$1 pen possible.

Marketing, manufacturing, assembling, packaging and shipping operations have all been geared to a large-volume, low-margin product. For some of these operations did not exist before, and they have been planned and developed by many employees, perfected through experience on the special school promotion programs.

In many cases, it was not an easy job, and the necessary methods were not developed over night.

A profitable \$1 cartridge pen did not just happen. When

## From the editor's notebook . . . .

"AUTOGRAPH" PFM PEN INTRODUCED—The Retail Division has introduced an "Autograph" model of the PFM pen, on which the owner's signature may be engraved on the 14-karat gold band. This personal touch provides an added selling feature in the men's gift market. The pen retails at \$25, with matching pencil at \$12.50.

\* \* \*

ADVERTISING OVERSEAS—The International Division's advertising schedule for the remainder of the year includes 12 four-color, full-page ads in the following:

Life—International and Spanish editions.

Newsweek—Pacific edition.

Time—Pacific edition.

Readers' Digest—Belgian, Japanese, South African, Caribbean, Mexican and Southern Hemisphere editions. (Full page, two-color ads will appear six times in the Arabic edition.)

\* \* \*

INDUSTRY STATISTICS REVEAL EFFECT OF LOW-COST BALLPOINTS—Statistics for 1959 on all mechanical writing instruments continue to show an increase in unit sales and a decline in the average value per unit—a result of the fact that dozens of companies have sprung up in recent years to manufacture low-cost ballpoint pens.

Based on confidential information supplied to the Fountain Pen and Mechanical Pencil Manufacturers' Association by most leading companies (including Sheaffer), the estimate is that over 770 million writing instruments were shipped during 1959, an increase of about 30 per cent from the year before. At the same time, however, the estimated total value of these writing instruments (at factory rather than retail prices) increased only 4 per cent, to \$128 million.

In unit shipments, ballpoints outdistanced fountain pens, mechanical pencils and desk sets by 6 to 1, 657 million to 115 million, but the total value of ballpoint pens was only slightly more, \$71 million to \$57 million.

Since 1953, the average manufacturers' price of ballpoint pens has declined from 31 cents to 10.8 cents, the figures show.

you think about it, it's a sizeable tribute to the ingenuity and teamwork of Sheaffer employees.

\* \* \*

### Who Benefits from Kicking Business in the Pants?

(ED. NOTE—The following paragraphs are from a recent editorial by newscaster Paul Harvey.)

All politicians, both parties, are running against the Russians.

To be "different," thus to attract your vote, some of them are running against "big business."

Who benefits when business gets a kick in the pants?

It can't be labor, because unless a business can operate profitably there are no jobs for labor.

Government does not benefit, because government functions only as long as tax dollars support it, and business contributes most tax dollars.

Does the unemployed or pensioned person benefit? No. Mass-producing businesses keep prices competitive, benefiting the consumer.

Could it be that the only person ever to benefit from berating business is the self-seeking politician? It must be. He is the one doing the kicking.

## The Issues Involved Are of Vital Importance To All of Us



BY  
GERALD MOVIOUS

**B**OTH POLITICAL conventions seemed to take the construction of their party platforms more seriously than in many years. There was hammering and sawing far into the dawn.

This might mean that, from now on, convention platforms will assume a larger role in our political life -- which might be good. On the other hand, have you ever tried to find a copy of a party platform after the election is over?

Sure, they are on file, and you can always get a copy, if you sort of have to hunt for it.

It is, perhaps, an unpleasant truth to say that while a political convention, composed of delegates from all the states, can "propose," the administration (the executive branch of the government) and the congress can "dispose," and the power to dispose is far greater than the power to propose.

This is neither unfair nor unkind to say. It is a long haul from a convention in July, let's say, to a given situation in July of the following year. And whatever administration is in power -- and whatever the complexion of the congress -- they must deal with situations as they are, as of the moment.

Nowhere is this matter of proposing

and disposing more apparent than in the field of labor-management relations. Both party platforms had a lot to say on this score. But -- with the possible exception of foreign relations -- there is no area more "volatile."

Months of industrial peace can vanish like an unremembered dream by one wrong act on the part of one segment of management -- reflecting on all management. One wrong act on the part of one segment of labor can perform the same melancholy result.

The "public," meanwhile, is never stupid. When it is convinced that labor is out of line, it smacks it down by legislative action. The same thing goes when it thinks management is out of line.

To get a little technical about the

matter for a moment, we live today under a piece of labor-legislation known as the Landrum-Griffin Act of 1959. This act was the first major revision of the well-known Taft-Hartley Act in 12 years.

Remember when the McClellan committee on improper activities in the labor or management field was going full blast? Well, the Landrum-Griffin Act is partly the result (in large part) of the committee's exposures.

The present law is extremely rough on employers who work in cahoots with selected labor leaders to the detriment of the individual employee.

The Act also added to the paperwork of the labor unions. Every day, every union must file a detailed report with the Secretary of Labor. And, in essence, the Act endeavors to provide individual members with more rights -- which they can enforce.

The Landrum-Griffin Act did not do what many would have liked. It did not absolutely outlaw the secondary boycott -- and it did not bring labor unions under the anti-trust laws -- which business has obeyed for more than 60 years.

So it might be said that the Landrum-Griffin Act is not a "pro-management" law.

Neither is it a "pro-labor" law.

The McClellan Senate committee has uncovered incidents of labor-leader abuses, and these acts are so well known by now as "abuses," that the phrase is not unfair.

The Landrum-Griffin Act tries (and does) cover a host of these "abuses."

The man in the street (whoever he is!) might say that the Landrum-Griffin Act gives everybody a pretty fair shake, and he could be right.

Most businessmen believe labor should be under anti-trust laws, the same as business. They believe we should have a national "right to work" law, so that no one can be denied a

(Continued on Page 7)

*ED. NOTE--This is the second in the special series of Review articles by Mr. Movius, ex-newspaperman and writer for such leading national magazines as Look, Saturday Evening Post and Atlantic Monthly. Last month, he discussed inflation, and what can be done by each of us to preserve the dollar's value. This month, he takes a look at labor-management legislation and why the issues involved, as they are now being debated in Washington, are vitally important to all of us, whether or not we are directly affected.*

Marketing

Review . . .

Retail

And

Popular Price

Divisions

Prepare

Massive

Fall

Promotions

**T**HE FALL and holiday selling season, which traditionally accounts for a substantial percentage of yearly writing instrument volume, has long been the time of year for our greatest advertising and merchandising effort.

This year, the fall campaign will be carried out for the first time under the new policies of our reorganized Marketing Division. It will be the most comprehensive in company history, including completely separate programs for our higher priced, prestige writing instruments and our popular priced writing instruments.

The highlights of these programs are outlined in the following sections:

#### **Popular Price Division**

##### **Features Store-Wide Display**

A store-wide display kit which enables retailers to attractively feature a wide selection of gift items headlines the Popular Price Division's Christmas promotion.

The kit includes all materials for a full window display of our writing instruments and such related items as desk accessories, stationery, greeting cards, memo pads and gift wrappings. It also features various sizes of in-store banners to focus customer attention on the gift items shown in the window.

The theme of the window display and in-store banners is "Make it a 'Write' Christmas," and this is accented by colorful Christmas and Yule package decorations.

Three items from our new line of popular priced products, the \$4.95 cartridge pen set, the \$2.95 cartridge pen and the \$2.49 Skripriter ballpoint, are highlighted in the Christmas promotion. For effective, convenient display, they are packaged in new crystal-topped gift boxes and shipped in colorful 6-inch-wide counter merchandisers, which also stress the "Write Christmas" theme.

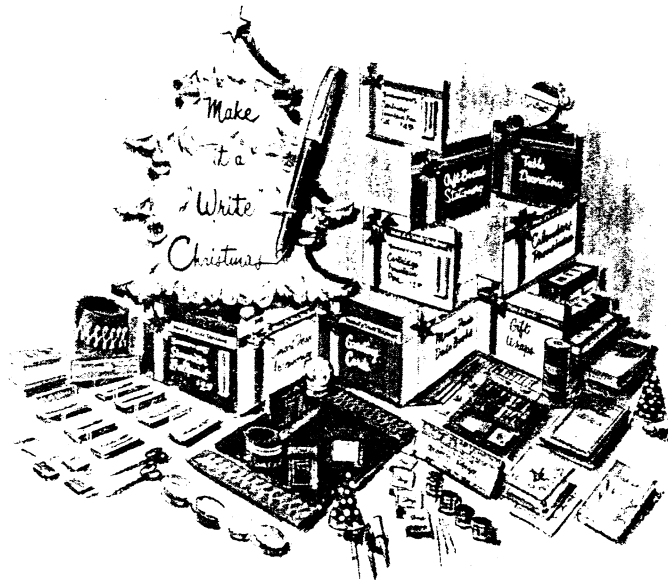
Six Christmas assortments have been designed to provide maximum profit for both large and small retail outlets.

"The market for popular priced gift items is tremendous," Marketing Director Mike Keith said, "and we're featuring both the quality products shoppers will be looking for and the packaging that will attract them."

A concentrated national advertising campaign, utilizing magazines, newspapers and television, will be launched in October to back up the Christmas promotion, he added. In addition, a series of Christmas newspaper mats will be available for use by dealers.

##### **'How to Play Santa' Theme Used by Retail Division**

A "How to Play Santa" theme, concentrated on helping retailers to sell fountain pens as gifts in top-quality price ranges, has been established for the large-scale holiday promotion of the Retail Division. The theme will be carried



THIS artist's sketch illustrates the Popular Price Division's Christmas Window display. It enables retailers to attractively feature our writing instruments and a selection of related items such as desk accessories and stationery. The theme is "Make it a 'Write' Christmas."

THE Retail Division's back-to-school promotion features the counter merchandiser below. The merchandiser holds five \$3.75 Cadet pens and a packaged set of "Top Hit Tunes" records, which is offered free with each pen.



through from point-of-sale materials to a special advertising campaign in leading national magazines and Sunday supplements.

"Even though Sheaffer has been a pace-setter in providing dealers with sales ammunition, this promotion is fundamentally different from anything that's been done before." Marketing Director Ed Reavey said, pointing out that it is the first complete national promotion to be conducted since our new retail marketing policies went into effect last May. "These policies stress limited distribution and specialization and, in line with this, the promotion is tailored to types of outlets which can most profitably handle higher priced, prestige writing instruments," he explained.

Merchandising materials enable retailers to tie-in closely with the "How to Play Santa" national advertising campaign through both window and in-store displays. The wide use of Sunday supplements in the last three weeks before Christmas will provide direct impact in thousands of local trade areas at the height of the gift-buying season.



FOR its Christmas promotion, the Popular Price Division has designed space saving, colorful counter units. The products are packaged in crystal-topped gift boxes and shipped in merchandisers like that shown.

WINDOW display materials for the Retail Division's "How to Play Santa" Christmas promotion enable retailers to design complete gift windows like this, featuring Sheaffer products but including a selection of other gift items. The windows are easy to install and highly flexible as to space requirements.



The "How to Play Santa" ads will be one-column in flights of four or five to an issue, each advertising a Sheaffer writing instrument at a different price between \$5 and \$25. For example, an ad on our Pen For Men is headlined, 'How to Play Santa for \$15.' This emphasis on price helps dealers give consumers the type of information they want — Christmas gift suggestions in predetermined price ranges.

The window display will carry out the "Santa" theme through the use of large, colorful Christmas cards which repeat the headlines from the advertisements. Products in each price category are displayed and advertised on modern, box-shaped stands with a decorative Christmas motif.

"These windows are easy to install and highly flexible as to space requirements because the individual elements are small and easily movable," Mr. Reavey explained. "With them, all types of retailers can design complete gift windows by displaying a whole range of other merchandise in the price categories indicated on our cards."

Sales training for retail personnel, coupled with a sales contest, is included in the promotion, illustrating how inclusive it is in helping dealers to increase writing instrument profits. We are providing retail clerks with special booklets on how to effectively present our writing instruments and will follow this up with weekly mailings of sales hints based on the booklet.

Other elements of the promotion include "How to Play Santa" counter cards which can be personalized by each store and four-color brochures which retailers may distribute to customers.

The Division has also designed a new quality fountain pen display, which will be available on a limited basis for the Christmas season, along with previously introduced counter merchandisers for PFM and Lady Sheaffer pens.

"The new display takes up less than

four square feet of space, yet contains four distinct merchandising units for our top quality writing instruments," Mr. Reavey pointed out.

### Retail Advertising Campaign Has Five Distinct Phases

The "How to Play Santa" ad series mentioned in the preceding section is part of a massive, five-phase ad program the Retail Division will launch next month.

Greg Rouleau, retail advertising and merchandising manager, said the campaign runs from September to February and includes 11 top magazines in the men's women's and general categories, three national and seven independent Sunday supplements, and five key trade publications.

The five phases of the program include:

(1) A series of 24 insertions in five top men's magazines on the PFM (Pen For Men) and Lady Sheaffer fashion accessory pens. A twin bed format will end the series to emphasize the "genderizing" of our top writing instruments. The magazines are Sports Illustrated, True, Esquire, Playboy and Field & Stream.

(2) A general gift series of 18 insertions in Sunset and the New Yorker, emphasizing assorted products from the line. This is now designed as part of a continuing, year 'round schedule to take advantage of the fact that "everyday is a gift buying occasion for someone."

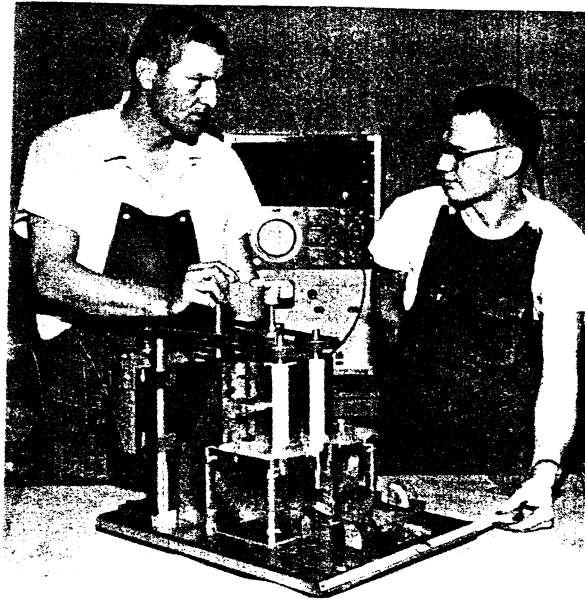
(3) A testimonial campaign in Time Magazine aimed at selling the "idea" of writing with a fountain pen. The series will use messages in the actual handwriting of 12 prominent personalities, with limited Sheaffer identification.

(4) The "How to Play Santa" series in a December issue of six key magazines — Ebony, Ladies Home Journal, New Yorker, Sunset, Esquire and Sports Illustrated — and in three December issues of This Week, Parade, Family

(Continued on Page 6)

## Apprentices Build Milling Machines

Paul Pohlpetter and Don Landis (left) pose with one of the three milling machines completed this summer by the apprentice group at the Tool and Die Division. The machines were assigned to the apprentices as a training project. The 12 members of the group constructed, assembled and tested them over a two-month period. They were ordered by the Pen Point Department and are used for milling the radius on pen points.



## 'Scrip 303' Ballpoint Fluid Is Introduced

A new ballpoint fluid and a new type of refill cartridge have been introduced by our company.

The fluid, called "Scrip 303," is the answer to a long search for a ballpoint ink that eliminates skipping, smearing, slow starting and "gooping," Marketing Vice-President Ed Buryan said. Writing done with Scrip 303 fluid remains legible after being submerged in water or exposed to intense light and chemical reaction, thus insuring a high degree of permanency. This is a particularly important feature with the wide use of ballpoints for keeping office records or official documents.

The enlarged capacity of the new polypropylene plastic cartridge provides as much as 40 per cent more writing than previous models.

## Marketing Review . . .

### Fall Ad, Merchandising Programs Tailored For Specific Outlets

(From page 5)

Weekly and seven independent Sunday supplements.

(5) The most concentrated trade schedule in Sheaffer history, opening with eight-page spreads in the September issues of five selected publications and continuing with two page spreads in October and November, a full page in December, and two page spreads in January and February.

The publications are *Jeweler's Circular Keystone*, *National Jeweler*, *Department Store Economist*, *Geyer's Dealer Topics* and *National Stationer*.

#### Retail Division Has Free Record Offer

A back-to-school promotion which features a "through the window" pen display and a free record offer has also been introduced by the Retail Division.

The promotion is built around the \$3.75 Cadet pen, which is expected to be the Division's fastest-selling entry in the youth market. In announcing the promotion, Greg Rouleau pointed out that the Cadet pen "is priced for the student market, yet has many precision features of more expensive writing instruments, including one-stroke touch-down filling."

A special back-to-school assortment includes two free 45 rpm records of

"Top Hit Tunes" with each Cadet pen. Two colorful counter merchandisers, each holding five Cadet pens and an attractively packaged set of records, are provided for focusing customer atten-

tion on the special free offer.

The "through the window" display includes a four-color banner, 14 inches by 25 inches, and a 40-inch long replica of the Cadet pen.

## Employee Committee Works on Rodeo Float



THIS year's Rodeo float is nearing completion, and the committee in charge of the project is shown above looking over construction plans. Back row, left to right, are Ken Hart, Clara Burch, Pearl Britton, LeRoy Super and Inez Coleman. Front row, left to right, are Kester James, Les Moore, Bernard Groene, Ralph Gibbs, Bill Grigsby, Jim Waterman, Ray Wilson and Bill Groene. Another member, Harold Lightfoot, is not shown.

## Vital Issues Are Involved . . .

# Labor-Management Legislation

(Continued from Page 3)

job because he refuses to join a union. They won't rest easy until the secondary boycott is absolutely outlawed.

Labor leaders, on the other hand, are working hard to expand the ways in which secondary boycotts may be legally conducted.

For your information, a secondary boycott can operate in many ways, but the simplest way is this. You are Mr. A., and in your business you buy supplies from a Mr. B. Your plant is suddenly "struck." Pickets all over the place. Maybe you try to keep going anyway, but you can't get supplies from Mr. B. His plant is struck too because he sells to you. No other reason.

Labor leaders would also like to see the repeal of the federal law proviso which now permits the states to enact right-to-work laws. Only 19 states, mostly in the south, have right-to-work laws, but right-to-work legislation is constantly being introduced in state legislatures, and labor leaders are alert to kill it off — piece meal. They feel that right-to-work legislation undercuts union power.

Another issue which has important bearing on the operations of both industry and labor unions is that of the minimum wage law.

What is the issue, in brief? Well, the minimum wage today is \$1 an hour, and the law covers about 23 million workers employed by concerns which deal in interstate commerce.

Labor leaders and some congressmen want to up the minimum wage to \$1.25 an hour and extend coverage of the law to about 5 million persons who work in retail stores or in service concerns which have nothing to do with interstate commerce.

Those who agree say, "Why not? Isn't the worker worthy of his hire, and who can say that \$1 an hour is enough in these days of high prices?"

The practical effect of hiking the minimum wage is quite another story, according to the other side of the coin. It could not fail to result in unemployment, the opponents point out. It would cut living standards, not improve them. They explain their stand like this:

In industry, a penny is still a sub-

stantial sum of money. For retail stores, as an example, it may be all the store earns on a pound package of this or that, and out of that penny must come so many mills for rent, wages, taxes and other necessary expenditures.

To offset higher costs, employers would find ways to reduce personnel. They would hunt for labor-saving devices, which, up to now, they have not needed. The less productive workers would be first to be let out, and they, of course, would have the hardest time finding new jobs.

There are hundreds of families in every sizeable community which depend on the part-time (even occasional) incomes from wives and sons and daughters. The jobs they hold — jobs available to housewives, students and others with little or no experience or who, by choice, are employable only at odd times or limited seasons — would vanish up the chimney.

Meanwhile, students in part-time jobs would be deprived of needed experience. Ask yourself: how many young men and women do you know who first gained a foothold in industry by working part-time, after school or during vacations? There are millions, and when the time comes for them to seek full time jobs, and they are asked about experience, they can honestly say they have had it.

This, briefly, sums up the argument against an increase in the minimum wage. We will continue to hear much about it. And, as Congress debates the pros and cons, it's to be hoped the lawmakers remember that you and I pay the bill for actions it takes. It may be in the form of increased prices for food and housing and clothing. It may be in taxes to provide salaries for more bureaucrats to administer still another big or bigger federal agency.

The golden rule of thumb for lawmakers who want to serve the best interests of all of us is this:

Increased wages to compensate for increased productivity are not inflationary, and in thousands of American concerns these increases are voluntarily given. Increased wages not based on increased productivity pick everybody's pocketbook.

## The Question Box

QUESTION: "Whom do you think will be the next president of the United States and why?"



**GEROLDINE WAGNER**, Payroll—Richard Nixon. He has the experience that merits him the office. With the world situation as it is, he has the best background.

**JOHN McMICKLE**, Sales—I believe Richard Nixon will be the next president of the United States as a great number of Americans undoubtedly feel he is the best qualified to deal with the cold-war situation.



**SHARON WILSON**, Steno — Kennedy. He and his platform are for the working people. His age, education, and political background are also big factors.

**FLOYD FUNKHOUSER**, Pen Point Richard Nixon. In spite of these turbulent times, his administration has kept us out of war without losing face. Wages and employment have been at an all time high.



**EDITH TRAINER**, Metal Fab—I think John Kennedy will be the next president of the United States. He seems to have the necessary qualifications needed by the man who holds such an important position.

**CLARENCE INGLES**, Plating Richard Nixon. I believe his service for eight years under President Eisenhower better qualifies him for the job. Also he is an outstanding organizer, leader and hard worker.





Bulk Rate  
U.S. POSTAGE  
**PAID**  
25 Ft. Madison, Iowa  
PERMIT No. 12

# Election Prediction Contest . . . Convention Winners Receive Checks



WINNERS in the prediction contests for the Democratic and Republican conventions are shown in the pictures above receiving their checks from Executive Vice-President Leon Black. Top predictors for the Democratic convention were (top picture, left to right) Scuffy Scarff, Maintenance; Billie Mitchell, Order Handling

and Traffic; Mary Brown, Pen Point, and Irene Helling, Service. Prizes in the Republican convention contest were taken by (lower picture, left to right) Mildred Horner and Phyllis Hall, both of Order Handling and Traffic; Doris Krieger, Accounting, and Patt Lacke, Public Relations.

## Sheaffer Good Neighbors . . .



When citizens of Montrose have a question concerning official records

or documents, they call on Bud Metzinger, who has been town clerk for seven years.

In addition to the varied duties of this office, Bud is also president of the Montrose PTA.

A foreman in Quality Assurance, Bud has been an employee for 18 years. In his spare time, he likes to fish or hunt, or participate in "any competitive sport." Softball is a favorite among these, and he has played catcher for the Fort Madison V.F.W. tournament team.

Bud and Mrs. Metzinger (Lana) have five children, four girls and a boy.

## Service Anniversaries

### — 5 YEARS —

- Gordon Armbruster, Org. & Planning
- Louise Colvin, Cashiers
- Robert Stein, Advertising
- Charlotte Swan, Shipping

### — 10 YEARS —

- Kathryn Cribbs, Desk Set
- Marjorie Daugherty, Pen Point
- Celestine Koellner, Q. Assurance-Plastic Fab
- Mae Linch, Pen Point
- Rosemary Menke, Plastic Fab
- Martha Rickelman, Shipping
- Bonnie Siegfried, Shipping
- Lorena Wilcox, Pen Point

### — 15 YEARS —

- Virgil Alton, Plating
- Ursal Horn, Molding
- Joseph Peacock, Metal Fab
- Harold Pratt, Lab & Testing
- Rosemary Van Strander, Gen. Adm. Operating

### — 20 YEARS —

- William Kramer, Engineering
- Lucille Meyer, Quality Assurance-Desk Set
- Claude Ramsey, Jr., Screw Machine

### — 35 YEARS —



Claude Huffaker  
Tool



Cora Miller  
Repair Parts No. 1

## PR Booklets Listed

Two of our most popular public relations booklets are listed in the new third edition of "A Wonderful World for Children," published last month by Bantam Books. They are "Sure, I Want to Be a Better Writer," a booklet on handwriting improvement, and "Case of the Disappearing Spot," a booklet on inkspot removal from fabrics.